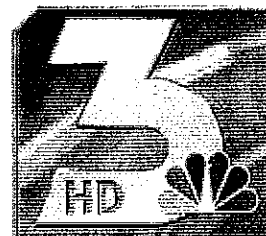


ORDER



KSNV

Orders

Order / Rev: 106413
 Alt Order #: 06850947
 Product Desc: HELLER FOR SENATE
 Estimate:
 Flight Dates: 09/12/12 - 09/18/12
 Original Date / Rev: 09/10/12 / 09/10/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Services, Inc.
 Buying Contact:
 Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Heller, Dean for U.S. Senate
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	26	\$18,800.00	\$15,980.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$18,800.00	\$15,980.00	0.00
Totals	26	\$18,800.00	\$15,980.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$18,800.00
Market	100%	\$64,827.59

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$14,262.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$11,020.69
KTUD	0%	\$0.00
KVVU	26%	\$16,855.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$3,889.66

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/13/12	09/13/12	M-F Today Show II 3rd H	M	9-10a	---T---	:30	1	\$200.00	2	0.00	NM	1	\$200.00
M-F Today Show II															
TODAY SHOW II															
		Start Date	End Date	Weekdays	Spots/Week		Rate		Rating						
Week:		09/10/12	09/16/12	---T---	1		\$200.00		0.00						

Order / Rev: 106413
 Alt Order #: 06850947
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/13/12	09/13/12	M-F Today Show II 3rd 10M M-F Today Show II	CM	9-10a	---T---	:30	1	\$200.002		0.00	NM	1	\$200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	---T---	1		\$200.00		0.00						
E 2	KSNV	09/17/12	09/17/12	M-F Today Show II 3rd 10M M-F Today Show II	CM	9-10a	M-----	:30	1	\$200.002		0.00	NM	1	\$200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$200.00		0.00						
E 3	KSNV	09/12/12	09/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$200.00		0.00						
E 4	KSNV	09/12/12	09/14/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$100.003		0.00	NM	3	\$300.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$100.00		0.00						
E 5	KSNV	09/17/12	09/18/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$100.003		0.00	NM	2	\$200.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$100.00		0.00						
E 6	KSNV	09/12/12	09/14/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$200.003		0.00	NM	3	\$600.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$200.00		0.00						
E 7	KSNV	09/17/12	09/18/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$200.003		0.00	NM	2	\$400.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$200.00		0.00						
E 8	KSNV	09/12/12	09/14/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--W-F--	:30	2	\$750.002		0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W-F--	2		\$750.00		0.00						
E 9	KSNV	09/18/12	09/18/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$750.002		0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$750.00		0.00						
E 10	KSNV	09/12/12	09/14/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$250.002		0.00	NM	3	\$750.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$250.00		0.00						
E 11	KSNV	09/17/12	09/18/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$250.002		0.00	NM	2	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$250.00		0.00						
E 12	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$2,400.00		0.00						
E 13	KSNV	09/18/12	09/18/12		CM	8-9pm	-T-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00

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Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				THE VOICE Tuesday Prime 8-9pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$2,400.00 0.00											
E 14	KSNV	09/16/12	09/16/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
				SUN NIGHT FTBL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S 1 \$8,000.00 0.00											
													Totals	26	\$18,800.00